

Abstract of the Disclosure

An illumination system periodically directs a short burst of bright light onto rotating indicia or vehicle design features which makes the indicia or design features appear to be stationary or animated. An exact location of the indicia on the sidewall of the vehicle tire may be determined by an emitter and sensor during each revolution of the tire, and a short burst of bright light is then directed onto the indicia which makes the indicia appear to be stationary or animated. The system may simply comprise a flasher connected to a battery and a control that causes the flasher to periodically flash onto a vehicle wheel and/or tire at a fixed frequency independent of the rotational speed of the wheel. In another embodiment, an illumination system has a housing that rotates with a vehicle wheel, and the housing has a cavity with lighting and controls within the cavity. Light from the cavity is directed onto a vehicle wheel, and the light flashes in relationship to the rotation speed of the wheel which makes the wheel appear to be stationary or slowly rotate in a backward or forward direction.

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